

India's 1st Real Estate TV Channel Launch in July

India's first 24-hour premium TV Channel dedicated completely to real estate---is all set to be launched next month. This was announced here by the channel's promoter, Mr Manoj Namburu, CMD of Alliance Group, a Rs.4400-crore enterprise. He said though the channel was promoted by the Alliance Group, it was of and for the real estate sector at large.

The pan-India English-language channel, he said, was being put together under the advice and guidance of well-known media personality, Sashi Kumar, by a team of seasoned media professionals led by COO, T.K. Vibhaker. As the channel involving an investment outlay of Rs 100 crore will exclusively offer real estate related programmes, its launch will mark yet another first by the IT Capital of India.

It will provide comprehensive, latest and authentic updates on all aspects of real estate, including infrastructure, to viewers all over the country, the south and south-east Asian region and Gulf states where there is a strong NRI presence, Mr Namburu said.

With news bureaus and state-of-the-art studios in Mumbai, Delhi-NCR, Chennai, Bangalore, [Hyderabad](#) and Kolkata, a wide information-gathering network across India, and a dedicated research and analysis facility in Delhi, Real Estate TV will be the one-stop shop for anything and everything connected with this industry and the large number of other industries connected to it, says Mr Sashi Kumar.

By continually tracking and highlighting the significant emerging trends in this important sector, the niche channel, he said, will become the most authoritative and sought-after source for real estate information and analysis.

COO T.K. Vibhaker expressed confidence that the channel would break even in a relatively short time as there were as many as 261 industries directly connected to the real estate industry, which itself had now emerged as the largest advertiser. The free-to-air channel will be available on cable as well as the DTH platforms across the country.

Its main studio in Bangalore, he said, was being manned by hand-picked media professionals with proven track-record as were its studios in other metros of the country. Real Estate TV will put out 16 top of the hour 'Realty Check' programmes live in English every day.

Most of the channel's key programmes have been innovatively designed to showcase Indian real estate as never before and provide unique infotainment of a high order. The programming is geared to meet the expectations and tastes of the players in the sector as well as the common householder.

Ajit Bhaskaran, a media professional with a 15-year track record, is the Creative Head of Real Estate TV. Pankaj Saxena, a TV producer and programmer with over 20 years' experience, is Head - Programming & Production. M. K. Shankar, a senior journalist with over 25 years of international experience is the channel's News Editor.

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